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general information

Conference Highlights

Prevention makes sense, but comes at a cost in dollars. If an ounce of prevention is worth a pound of cure, what is a dollar of prevention truly worth? The following subthemes served as a framework for conference planning and are touchstones for effective public health action:

- Communicating with policy makers
- Creating policy and environmental change
- Social marketing and communications
- Eliminating health disparities
- Creative partnering
- Emerging issues in chronic disease
- Healthy behaviors and quality of life at every age
- Translating research to practice
- Research and evaluation methods for chronic disease prevention initiatives

Plenary Highlights

Day 1

Opening Plenary

Secretary of Health and Human Services Tommy G. Thompson will launch the conference by comparing the enormous opportunities for prevention in health care to the staggering costs of direct medical services. Displaying the bold new initiative from his office, *Steps to a HealthierUS*, the Secretary will describe his commitment to prevention through effective programs and policy changes in his administration. This approach to prevention has heralded a new health model for policy makers, health communities, and the public to collectively support a health care system where diseases are prevented when possible, controlled when necessary, and treated when appropriate. The result is a shift in allocation from treating diseases to preventing disease and promoting health.

The Fries Prize

Kenneth E. Fries, Esquire, Healthtrac Foundation, will present the 2004 Fries Prize to P. Roy Vagelos, MD, former CEO of the research-based health care company Merck & Co. Dr. Vagelos led the effort for Merck's donation of its new breakthrough medicine to treat river blindness to all who needed it. As a result, river blindness has been virtually eliminated, and over 30 million people have been treated. Dr. Vagelos exemplifies corporate responsibility—doing well by doing good. Dr. Vagelos is also a researcher in his own right who has had a substantial impact on the management of chronic disease.

Day 2

Economic Impact of Health: Lessons Learned Across the Spectrum

In the face of rising health care costs, chronic disease prevention is more critical today than ever before. This plenary will give attendees new ways to address many of the funding and messaging challenges they face in their states and communities. A distinguished panel of speakers will discuss the lessons they've learned about working to improve population health. They will provide specific guidance from their respective fields for advocating for and establishing health care funding priorities in business and workforce management, state government, legislative and policy issues, and foundations.

Following the plenary, the Chronic Disease Directors will present the Joseph W. Cullen Award for Outstanding Contributions to Chronic Disease Prevention and Control and the Legislator of the Year Award. The Joseph W. Cullen Award for Outstanding Contributions to Chronic Disease Prevention and Control is given to an individual outside the traditional public health field who has made outstanding contributions in the field of chronic disease. The Chronic Disease Directors (CDD) presents the award annually, honoring the memory of Joseph W. Cullen, PhD. Dr. Cullen served as Deputy Director of the Division of Cancer Prevention and Control and is known as the architect of the National Cancer Institute's Smoking and Tobacco Control Program (STCP). An inspiration to all who knew him, Dr. Cullen represented public service at its best. His untimely death in November 1990 represented a loss to his colleagues and to the United States' public health field.

Day 3

Plenary: Infrastructure Investments for Physical Activity in Communities

Mark Fenton, host of the PBS series "America's Walking" and author of *The Complete Guide to Walking for Health, Weight Loss, and Fitness* (Lyons Press, 2001) and other books, is an entertaining, persuasive, and knowledgeable walking advocate, and one of the nation's foremost experts on walking. Mark studied the biomechanics of walking at the Massachusetts Institute of Technology (MIT), then worked as manager of research engineering at Reebok for 3 years. As editor-at-large of *WALKING Magazine*, he became known as a speaker and motivator on public health and fitness issues.

Conference Goals

- Enhance and expand the knowledge of science-based and effective program interventions in the field of chronic disease prevention and control.
- Provide enriched opportunities for information exchange, discussion, and capacity building for chronic disease prevention and control professionals.
- Increase understanding of the role of health economics in chronic disease prevention and control.

Conference Objectives

The conference will provide multiple opportunities for attendees to increase their knowledge and skills to:

- Incorporate cost-effective approaches to reduce the burden of chronic disease.
- Integrate cutting-edge research and research methods into federal, state, and local programs.
- Apply proven prevention strategies from research and evaluation and from identified best practices.
- Increase capacity for cultural competence and working with diverse populations.
- Develop new working relationships between and among federal, state, and local health departments, voluntary health agencies, faith-based organizations, community organizations, and professional organizations.
- Build and strengthen coalitions and partnerships.

Other Conference Highlights

- Depression as a Comorbidity in Chronic Diseases
- Chronic Disease Epidemiology Mentoring Program
- Latest Advances in Complementary and Alternative Medicine
- Shaping the Future of Public Health
- Workplace Solutions
- Orientation to CDC's NCCDPHP, the CDD, and the PRC
- A Status Update: CDC's Futures Initiative, Including Directions in the National Centers for Chronic Disease Prevention and Health Promotion
- Understanding and Evaluating Economic Studies for Informed Decision Making
- More than 200 research and programmatic sessions, posters, roundtables, and skills training sessions
- Abundant opportunities to earn continuing education credits

Conference Cost

Early Registration (including payment and form by January 16, 2004)	\$195
Regular or On-Site Registration	\$250
Student Registration	\$ 80

Please wear your name badge at all times.

Payment Method

For payment of fees, CDD will accept payment by corporate agency, personal check, purchase order, **VISA, MasterCard, or American Express**. Payment *must* be included with your registration form. Registration includes all materials, access to sessions and exhibits, continental breakfasts and breaks each day, and the Wednesday evening reception.

Participant Substitutions

Substitutions must be made in writing. Prior to January 30, 2004, any name change substitutions will be free of charge and should be faxed to Jayme Washam at (703) 610-9005 including the names of original registrant and the replacement. Substitutions after January 30, 2004, may be made for a \$75 administrative fee and will be handled on-site. Registration is only transferable within an organization.

Cancellations

Cancellations received in writing by close of business **January 30, 2004**, will be refunded, minus a \$75 administrative fee. No refunds will be provided for cancellations received after **January 30, 2004**.

Continuing Education Credits

Continuing Education Credit will be offered for various professions based on 14.75 hours of instruction. Credit will be given only to those who attend sessions and complete required documentation. Participants can receive continuing education credits by completing the evaluation booklet included with the conference materials. We thank the Rollins School of Public Health of Emory University for its help in securing continuing education credits for attending professionals. There is no additional charge for continuing education credit.

Hotel Reservation Information

The conference hotel is the Marriott Wardman Park Hotel, 2660 Woodley Road, NW, Washington, D.C. 20008, Telephone: (202) 328-2000 or (202) 328-2983 (reservations), fax for reservations only: (202) 387-5397, Guest Fax (for faxes to participants): (202) 234-0015.

We have blocked rooms for this meeting at the following rates:

- Single Occupancy: (exclusive of taxes) is at the prevailing federal government per diem (subject to change), currently \$150.00.
- Double Occupancy: (exclusive of taxes) is based upon the prevailing federal government per diem (subject to change) plus \$30.00, currently \$180.00.

Reservations must be made directly with the hotel no later than January 23, 2004, to ensure room availability and to receive the conference room rate.

To receive the conference room rate, you must inform the hotel reservation staff that you are calling for the group rate for the **Chronic 2004 Conference**.

All reservations must be guaranteed with a first night's deposit, which will be charged against your credit card (refundable up to 72 hours in advance of the conference date). Be sure to request a nonsmoking room if desired. In the event of a cancellation less than 72 hours before arrival, this deposit will be forfeited. If you cancel your reservation, make sure you receive a cancellation number. Check-in time begins at 3:00 p.m. Check-out time is 12:00 p.m.

Travel Arrangements

Executive Travel Associates (ETA), the official travel agency for the 18th National Conference on Chronic Disease Prevention and Control, is negotiating discounted airfares for all meeting attendees with Delta and American Airlines.

To reserve your flight, you can reach ETA by e-mail at krosnick@exctravel.com or on their toll-free number at (800) 992-9830 between the hours of 9:00 a.m. and 4:30 p.m. (EST). When requesting reservations or information, please refer to Meeting Code 2009PPA.

Ground Transportation

The hotel is located about 20 minutes from Reagan National Airport (and just steps from the Metro stop). Round trip shuttle service on the Super Shuttle is \$20 from Reagan National Airport and \$42 from Dulles; one way from Reagan National Airport is \$10 and \$21 from Dulles. Taxi fare is about \$35 one way from Reagan National Airport and \$45 one way from Dulles. The Metro is \$3, and the hotel is located within a block of the Woodley Park - Zoo/Adams Morgan station on the Red Line.

Conference Check-In

The conference registration and information desk, located on the Convention Lobby Area, will be open the following hours during the week of the conference:

- Tuesday, February 17, 2004
2:00 p.m. to 7:00 p.m.
- Wednesday, February 18, 2004
7:00 a.m. to 5:30 p.m.
- Thursday, February 19, 2004
7:00 a.m. to 5:30 p.m.
- Friday, February 20, 2004
7:00 a.m. to 10:30 a.m.

Exhibits

Tour the exhibits to find the latest in educational materials, media, and computer software. If your organization would like to exhibit at the conference, contact Jayme Washam at (703) 610-0265 or e-mail: JWasham@ChronicDisease.org.

Other Activities

Many exciting, entertaining, and healthy activities are planned for the conference in Washington, D.C. In addition to early morning aerobic exercise each day, extensive exercise and fitness equipment will be available at the hotel for conference participants and guests.

The Gold Medal Legacy Mile will be featured on Thursday, February 19, 2004, at the National Zoo during the lunch break. The Gold Medal Legacy Mile is sponsored by Accusplit, Inc. and the Utah Department of Health. Special commemorative Gold Medal Legacy Mile pins will be offered to the first 300 participants.

Walking and jogging opportunities will be available on the Rock Creek Park jogging paths adjacent to the conference hotel. Details about these and other attractions and events will be available at the Welcome Table staffed by the District of Columbia Health Department.

Special Activities

Continental Breakfasts and Breaks

CDD will host continental breakfasts each morning as well as morning and afternoon breaks on Wednesday and Thursday, and a break on Friday morning.

Reception

A reception to welcome all conference participants will be held Wednesday, February 18, 2004, from 5:30 p.m. to 7:00 p.m. at the hotel. Don't miss this opportunity to network with colleagues.

Other Places of Interest

Adams Morgan Neighborhood:

Centered on 18th Street and Columbia Rd, NW, Adams Morgan is synonymous with entertainment and diverse dining. Ethnic restaurants, nightclubs, and bars line the two streets filled with vibrant Latino and African communities that lend an international flavor to this electric neighborhood.

Dupont Circle Neighborhood:

The hub of cosmopolitan Washington. Victorian row houses and Beaux-Arts mansions have been restored to house embassies, international restaurants, art galleries, and museums. Some museums include The Phillips Collection, the Woodrow Wilson House, the Textile Museum and the National Geographic Society's Explorers Hall. Just a quick walk down Connecticut Avenue, culture and entertainment collide on the circle at the many cafes and shops.

Georgetown:

Once a thriving colonial port, Georgetown is now a prime example of an intact historical community. Centered on Wisconsin and M Streets, NW, the community is most renowned for shopping, dining, and nightlife as well as the university that shares its name. Dumbarton House, Tudor Place Historic House and Garden, the C&O Canal, Old Stone House, and Dumbarton Oaks represent the area's history beyond the boutiques and antique shops.

Capitol Hill:

Bustling with fabulous restaurants and cafes, shops, and galleries, Capitol Hill is the place to dine, shop, and even celebrity-spot. Hill attractions include the Botanic Gardens, the Capitol Building, the House of Representatives, the Supreme Court, the Library of Congress, and the Smithsonian Museums.

Old Town Alexandria:

Once a principal colonial trading center and port, Alexandria's "Old Town," which is almost 50 years older than the city of D.C., is one of America's most historic communities. With over 200 restaurants and pubs in a 15-block radius, there's something for everyone.

Arlington National Cemetery:

America's largest national burial ground, with more than 600 acres of landscaped hills. Among the thousands of white headstones are the graves of President John F. Kennedy and the Tomb of the Unknowns. Open daily 8 a.m. - 5 p.m. Free admission. Metro Arlington Cemetery. <http://www.arlingtoncemetery.net>.

Metrorail is the safest, cleanest, and most efficient way to get around D.C. Train lines are named for colors: red, yellow, blue, green, and orange. Metro opens at 5:30 a.m. Mon–Fri and 8:00 a.m. on Saturday and Sunday. Metro closes at midnight Sunday through Thursday and 2:00 a.m. Friday and Saturday. <http://www.wmata.com>.

For more information about Washington, D.C., visit <http://www.washington.org>.

Healthy Activities Guide

Welcome to Washington, D.C.!

Throughout your stay, staff from the Washington D.C. Department of Health, Bureau of Chronic Disease Prevention and Control will be readily available to answer questions and help make your visit memorable. Just look for the “**Welcome to Washington, D.C.**” table.

Washington, D.C., and its surrounding jurisdictions, is a fascinating, cosmopolitan area offering the best in educational, cultural, dining, and entertainment attractions. As the nation's capital and the hub of political, economic, and social activity touching all parts of the world, the District is host to many stellar features not found anywhere else.

The Conference Committee has provided opportunities throughout the 18th National Conference on Chronic Disease Prevention and Control that intertwine the attractions of this metropolis with participation in healthy endeavors. For example, there will be a Gold Medal Legacy Mile event held at the National Zoo, which is in close proximity to the conference hotel, and which is lauded for its one-of-a-kind exhibits. The rare giant pandas, Mei Xiang and Tian Tian, will be there for viewing, and their friend, the panda mascot for the Zoo, will also be there to encourage walkers on their mile course through zoo terrain.

Walking tours of some of the city's museums and memorials are scheduled to be led by National Park Service rangers, who will share little-known historical facts, and will give participants another chance to stretch those calf muscles and energize their cardiovascular systems.

Fitness fun can be had at every turn, with aerobics scheduled for each morning of the conference and other wellness/physical fitness activities sponsored throughout the day. A full-service fitness gym is on-site, and nearby Rock Creek Park provides a beautiful, scenic backdrop for walking or jogging (but go with a partner or group, please!).

These are just a few highlights of what you can enjoy while you are here. We are excited about all that the city and conference has to offer you throughout your visit, so be sure to check the complete listing of conference healthy activities, and preregister for those that you find appealing.

Additionally, an extra incentive to partake in the conference healthy activities comes in the form of prizes! You are eligible to win a prize based on the number of healthy activities in which you engage and the nutritional guidelines that you follow. You accrue points, and then, based on points, you may be entered into prize drawings. The procedures below explain how you can be a winner!

- 1) Use the “*Food and Fitness Log*” that is printed on the back cover of this Conference program guide.
- 2) Be honest and accurate – total your points each day and then provide the grand total.

- 3) Turn in your completed *Food and Fitness Log* by **8:00 a.m., Friday, February 20, 2004, in the designated bins**. Winners will be announced at the closing plenary session on Friday.

Prizes include gift certificates for Saucony shoes (renowned manufacturer of fitness shoes and apparel), free 3-month memberships to Gold's Gym, and other great items. If you cannot attend the closing plenary session, and you are a winner, you will be notified according to the contact information given on your *Food and Fitness Log*.

So... Get Motivated...Get Invigorated... and Have Fun!

Conference Healthy Activities

Event/Activity	Location	Date	Time	Cost
Food & Fitness Log	Use daily throughout the Conference.	Tuesday— Friday 2/17/04 to 2/20/04	Form due by 8:00 a.m., Fri. 2/20/04	Free. Can win prizes.
Aerobics	Atrium	Wednesday— Friday 2/18 –2/20	6:30 a.m.— 7:15 a.m.	Free.
Walking Tours	Groups are to take the subway (Woodley Park Metro)			
Tour A	Franklin Roosevelt Memorial - Tour participants should meet at the Welcome table at 4:30 p.m.	Tuesday 2/17/04	4:30–6:30 p.m.	Free except for subway (Metro) cost. Space is limited.*
Tour B	Lincoln, Vietnam and Korean War Memorials. Tour participants should meet at the Welcome table at 4:30 p.m.	Tuesday 2/17/04	4:30–6:30 p.m.	Same as above.
Tour C	Rock Creek Park	Wednesday 2/18/04	Noon–1:30 p.m.	Free. Space is limited.*
Tour D	Franklin Roosevelt Memorial. Tour participants should meet at the Welcome table at 5:30 p.m.	Thursday 2/19/04	5:30–7:30 p.m.	Free except for subway (Metro) cost. Space is limited.*
Tour E	Lincoln, Vietnam and Korean War Memorials. Tour participants should meet at the Welcome table at 5:30 p.m.	Thursday 2/19/04	5:30-7:30 p.m.	Same as above.
Gold Medal Legacy Mile	National Zoo	Thursday 2/19/04	12:30–1:30 p.m.	Free.
Fitness Center	Marriott Wardman Park Hotel, Mezzanine level, Main bldg.	Tuesday— Friday 2/17/04- 2/20/04	6:00 a.m.— 11:00 p.m.	Free for hotel guests.
Ice Skating-Sculpture Garden Ice Rink, National Gallery of Art	7 th and Constitution Ave. NW (202) 289-3360	Tuesday— Friday 2/17/04- 2/20/04	Mon. - Sat.: 10 a.m.–11 p.m., Sun: 11 a.m.–9 p.m.	\$6 for Adults, Locker rental, \$.50, Locker deposit, \$.00, Skate rental, \$2.50 (need I.D.)